



WFTV-TV
P.O. Box 863324
Orlando, FL 32886-3324
ph: (407) 841-9000
fx: (407) 841-8259

Mentzer Media Services, Inc.
600 Fairmount Avenue
Suite 306
Towson, MD 21286

AgM

Advertiser Pol/Iss/American Crossroads (13324)
Agency/T-Code Mentzer Media Services, Inc. (3427)/833926
Buyer CLOYD, ELISE
Salesperson Telerep/Washington DC, Washington DC (1040)
ph: (555) 555-5555
Product Political - Issue (1068)
Brand AMERICAN CROSSROADS (109861)
Acct Types National/Political
Est/Headline 1758/06225739
Demo
Revision 10, Modified on 11/07/12 6:12 PM
Comments AMERICAN CROSSROADS
***** THIS IS A CASH IN ADVANCE

Invoice 635308
Inv Date 9/30/2012
Terms Net 30
Contract 321187
Bill Type Standard
Period 8/27/2012 - 9/30/2012

CO-OP/Order Type No/Normal
Package
Gen. Date 10/1/2012 4:50:38PM

Orlando (WFTV)

OFFICIAL BILLING INVOICE

Line	Type	Scheduled	Schedule Days to Run	Air Time	Length	Copy/ISCI	Amount	Remarks
1.0	Spot	7:00:00AM- 9:00:00	Day, Tu-2, W-2, Th-2, F-2	09/25/12 8:39AM (Tu)	00:30	FLSNTV02ACH	\$2250.00	
1.0	Spot	7:00:00AM- 9:00:00	Day, Tu-2, W-2, Th-2, F-2	09/25/12 8:59AM (Tu)	00:30	FLSNTV02ACH	\$2250.00	
1.0	Spot	7:00:00AM- 9:00:00	Day, Tu-2, W-2, Th-2, F-2	09/26/12 7:28AM (We)	00:30	FLSNTV02ACH	\$2250.00	
1.0	Spot	7:00:00AM- 9:00:00	Day, Tu-2, W-2, Th-2, F-2	09/26/12 8:54AM (We)	00:30	FLSNTV02ACH	\$2250.00	
1.0	Spot	7:00:00AM- 9:00:00	Day, Tu-2, W-2, Th-2, F-2	09/27/12 7:58AM (Th)	00:30	FLSNTV02ACH	\$2250.00	
1.0	Spot	7:00:00AM- 9:00:00	Day, Tu-2, W-2, Th-2, F-2	09/27/12 8:29AM (Th)	00:30	FLSNTV02ACH	\$2250.00	
1.0	Spot	7:00:00AM- 9:00:00	Day, Tu-2, W-2, Th-2, F-2	09/28/12 7:28AM (Fr)	00:30	FLSNTV02ACH	\$2250.00	
1.0	Spot	7:00:00AM- 9:00:00	Day, Tu-2, W-2, Th-2, F-2	09/28/12 8:39AM (Fr)	00:30	FLSNTV02ACH	\$2250.00	
2.0	Spot	11:00:00AM-12:00:00	Day, Tu-2, W-2, Th-2, F-2	09/25/12 11:47AM (Tu)	00:30	FLSNTV02ACH	\$1000.00	
2.0	Spot	11:00:00AM-12:00:00	Day, Tu-2, W-2, Th-2, F-2	09/25/12 11:59AM (Tu)	00:30	FLSNTV02ACH	\$1000.00	
2.0	Spot	11:00:00AM-12:00:00	Day, Tu-2, W-2, Th-2, F-2	09/26/12 11:29AM (We)	00:30	FLSNTV02ACH	\$1000.00	
2.0	Spot	11:00:00AM-12:00:00	Day, Tu-2, W-2, Th-2, F-2	09/28/12 11:30AM (Fr)	00:30	FLSNTV02ACH	\$1000.00	
3.0	Spot	12:00:00PM- 1:00:00	Day, Tu-2, W-2, Th-2, F-2	09/25/12 12:21PM (Tu)	00:30	FLSNTV02ACH	\$1000.00	
3.0	Spot	12:00:00PM- 1:00:00	Day, Tu-2, W-2, Th-2, F-2	09/25/12 12:42PM (Tu)	00:30	FLSNTV02ACH	\$1000.00	
3.0	Spot	12:00:00PM- 1:00:00	Day, Tu-2, W-2, Th-2, F-2	09/26/12 12:27PM (We)	00:30	FLSNTV02ACH	\$1000.00	
3.0	Spot	12:00:00PM- 1:00:00	Day, Tu-2, W-2, Th-2, F-2	09/26/12 12:51PM (We)	00:30	FLSNTV02ACH	\$1000.00	
3.0	Spot	12:00:00PM- 1:00:00	Day, Tu-2, W-2, Th-2, F-2	09/27/12 12:13PM (Th)	00:30	FLSNTV02ACH	\$1000.00	
3.0	Spot	12:00:00PM- 1:00:00	Day, Tu-2, W-2, Th-2, F-2	09/27/12 12:55PM (Th)	00:30	FLSNTV02ACH	\$1000.00	
3.0	Spot	12:00:00PM- 1:00:00	Day, Tu-2, W-2, Th-2, F-2	09/28/12 12:22PM (Fr)	00:30	FLSNTV02ACH	\$1000.00	
3.0	Spot	12:00:00PM- 1:00:00	Day, Tu-2, W-2, Th-2, F-2	09/28/12 12:58PM (Fr)	00:30	FLSNTV02ACH	\$1000.00	
4.0	Spot	5:00:00PM- 6:00:00	Day, Tu-2, W-2, Th-2, F-2	09/25/12 5:12PM (Tu)	00:30	FLSNTV02ACH	\$2250.00	
4.0 / 1	Spot	5:00:00PM- 6:00:00	Day, Tu-2, W-2, Th-2, F-2	09/25/12 5:23PM (Tu)	00:30	FLSNTV02ACH	\$0.00	(Revised)
4.0	Spot	5:00:00PM- 6:00:00	Day, Tu-2, W-2, Th-2, F-2	09/26/12 5:21PM (We)	00:30	FLSNTV02ACH	\$2250.00	
4.0 / 2	Spot	5:00:00PM- 6:00:00	Day, Tu-2, W-2, Th-2, F-2	09/26/12 5:41PM (We)	00:30	FLSNTV02ACH	\$0.00	(Revised)
4.0	Spot	5:00:00PM- 6:00:00	Day, Tu-2, W-2, Th-2, F-2	09/27/12 5:12PM (Th)	00:30	FLSNTV02ACH	\$2250.00	
4.0 / 3	Spot	5:00:00PM- 6:00:00	Day, Tu-2, W-2, Th-2, F-2	09/27/12 5:52PM (Th)	00:30	FLSNTV02ACH	\$0.00	(Revised)
4.0	Spot	5:00:00PM- 6:00:00	Day, Tu-2, W-2, Th-2, F-2	09/28/12 5:14PM (Fr)	00:30	FLSNTV02ACH	\$2250.00	
4.0 / 4	Spot	5:00:00PM- 6:00:00	Day, Tu-2, W-2, Th-2, F-2	09/28/12 5:52PM (Fr)	00:30	FLSNTV02ACH	\$0.00	(Revised)
5.0	Spot	6:00:00PM- 6:30:00	Day, Tu-2, W-2, Th-2, F-2	09/25/12 6:23PM (Tu)	00:30	FLSNTV02ACH	\$3000.00	
5.0	Spot	6:00:00PM- 6:30:00	Day, Tu-2, W-2, Th-2, F-2	09/25/12 6:27PM (Tu)	00:30	FLSNTV02ACH	\$3000.00	
5.0	Spot	6:00:00PM- 6:30:00	Day, Tu-2, W-2, Th-2, F-2	09/26/12 6:12PM (We)	00:30	FLSNTV02ACH	\$3000.00	
5.0	Spot	6:00:00PM- 6:30:00	Day, Tu-2, W-2, Th-2, F-2	09/26/12 6:28PM (We)	00:30	FLSNTV02ACH	\$3000.00	
5.0	Spot	6:00:00PM- 6:30:00	Day, Tu-2, W-2, Th-2, F-2	09/27/12 6:00PM (Th)	00:30	FLSNTV02ACH	\$3000.00	
5.0	Spot	6:00:00PM- 6:30:00	Day, Tu-2, W-2, Th-2, F-2	09/27/12 6:27PM (Th)	00:30	FLSNTV02ACH	\$3000.00	
5.0	Spot	6:00:00PM- 6:30:00	Day, Tu-2, W-2, Th-2, F-2	09/28/12 6:22PM (Fr)	00:30	FLSNTV02ACH	\$3000.00	
5.0	Spot	6:00:00PM- 6:30:00	Day, Tu-2, W-2, Th-2, F-2	09/28/12 6:29PM (Fr)	00:30	FLSNTV02ACH	\$3000.00	
6.0	Spot	7:00:00PM- 7:30:00	Day, Tu-2, W-2, Th-2, F-2	09/25/12 7:05PM (Tu)	00:30	FLSNTV02ACH	\$3600.00	
6.0	Spot	7:00:00PM- 7:30:00	Day, Tu-2, W-2, Th-2, F-2	09/25/12 7:13PM (Tu)	00:30	FLSNTV02ACH	\$3600.00	
6.0	Spot	7:00:00PM- 7:30:00	Day, Tu-2, W-2, Th-2, F-2	09/26/12 7:05PM (We)	00:30	FLSNTV02ACH	\$3600.00	



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Agency/T-Code Mentzer Media Services, Inc. (3427)/833926
Buyer CLOYD, ELISE
Salesperson Telerep/Washington DC, Washington DC (1040)
ph: (555) 555-5555
Product Political - Issue (1068)
Brand AMERICAN CROSSROADS (109861)
Acct Types National/Political
Est/Headline 1758/06225739
Demo
Revision 10, Modified on 11/07/12 6:12 PM
Comments AMERICAN CROSSROADS
***** THIS IS A CASH IN ADVANCE

Invoice 635308
Inv Date 9/30/2012
Terms Net 30
Contract 321187
Bill Type Standard
Period 8/27/2012 - 9/30/2012

Mentzer Media Services, Inc.
600 Fairmount Avenue
Suite 306
Towson, MD 21286

AgM

CO-OP/Order Type No/Normal
Package
Gen. Date 10/1/2012 4:50:38PM

Orlando (WFTV)

OFFICIAL BILLING INVOICE

Line	Type	Scheduled	Schedule Days to Run	Air Time	Length		Copy/ISCI	Amount	Remarks
6.0	Spot	7:00:00PM- 7:30:00	Day, Tu-2, W-2, Th-2, F-2	09/26/12 7:29PM (We)	00:30		FLSNTV02ACH	\$3600.00	
6.0	Spot	7:00:00PM- 7:30:00	Day, Tu-2, W-2, Th-2, F-2	09/27/12 7:13PM (Th)	00:30		FLSNTV02ACH	\$3600.00	
6.0	Spot	7:00:00PM- 7:30:00	Day, Tu-2, W-2, Th-2, F-2	09/27/12 7:29PM (Th)	00:30		FLSNTV02ACH	\$3600.00	
6.0	Spot	7:00:00PM- 7:30:00	Day, Tu-2, W-2, Th-2, F-2	09/28/12 7:05PM (Fr)	00:30		FLSNTV02ACH	\$3600.00	
6.0	Spot	7:00:00PM- 7:30:00	Day, Tu-2, W-2, Th-2, F-2	09/28/12 7:13PM (Fr)	00:30		FLSNTV02ACH	\$3600.00	
7.0	Spot	11:35:00PM-12:05:00	Day, Tu-1, W-1, Th-1, F-1	09/25/12 11:55PM (Tu)	00:30		FLSNTV02ACH	\$800.00	
7.0	Spot	11:35:00PM-12:05:00	Day, Tu-1, W-1, Th-1, F-1	09/28/12 11:47PM (Fr)	00:30		FLSNTV02ACH	\$800.00	
8.0	Spot	8:00:00PM- 9:00:00	Day, F-1	09/28/12 8:00PM (Fr)	00:30		FLSNTV02ACH	\$3500.00	
9.0 / 5	Spot	6:00:00AM- 9:00:00	Day, Sa-3	09/29/12 6:00AM (Sa)	00:30		FLSNTV02ACH	\$0.00	(Revised)
9.0 / 6	Spot	6:00:00AM- 9:00:00	Day, Sa-3	09/29/12 6:24AM (Sa)	00:30		FLSNTV02ACH	\$0.00	(Revised)
9.0 / 7	Spot	6:00:00AM- 9:00:00	Day, Sa-3	09/29/12 6:56AM (Sa)	00:30		FLSNTV02ACH	\$0.00	(Revised)
10.0	Spot	12:00:00PM-12:30:00	Day, Sa-1	09/29/12 12:08PM (Sa)	00:30		FLSNTV02ACH	\$600.00	
11.0	Spot	7:00:00PM- 8:00:00	Day, Sa-2	09/29/12 7:13PM (Sa)	00:30		FLSNTV02ACH	\$1200.00	
11.0	Spot	7:00:00PM- 8:00:00	Day, Sa-2	09/29/12 7:37PM (Sa)	00:30		FLSNTV02ACH	\$1200.00	
12.0 / 8	Spot	6:00:00AM- 9:00:00	Day, Su-3	09/30/12 6:01AM (Su)	00:30		FLSNTV02ACH	\$0.00	(Revised)
12.0 / 9	Spot	6:00:00AM- 9:00:00	Day, Su-3	09/30/12 6:38AM (Su)	00:30		FLSNTV02ACH	\$0.00	(Revised)
12.0 / 10	Spot	6:00:00AM- 9:00:00	Day, Su-3	09/30/12 8:58AM (Su)	00:30		FLSNTV02ACH	\$0.00	(Revised)
13.0	Spot	12:00:00PM-12:30:00	Day, Su-1	09/30/12 12:09PM (Su)	00:30		FLSNTV02ACH	\$600.00	
14.0	Spot	6:00:00PM- 6:30:00	Day, Su-1	09/30/12 6:27PM (Su)	00:30		FLSNTV02ACH	\$2000.00	
15.0	Spot	11:30:00PM-12:00:00	Day, Su-1	09/30/12 11:50PM (Su)	00:30		FLSNTV02ACH	\$900.00	

We warrant that the actual broadcast information shown on this invoice was taken from the official program log.



Gross Total	\$103,400.00
Commission	(\$15,510.00)
Net Total	\$87,890.00

Total Spots 59

WFTV-TV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising contract with this station, whether verbal or written.